

## What is GameShadow?

An intelligent download service that scans your PC for installed games, then promptly finds the best updates, drivers, demos, movies and mods for each user! Gamers struggle to find the exact updates they need. GameShadow identifies & delivers only the updates required, as well as providing exclusive demos, movies, mods, trailers and expansions.

GameShadow is rated 5\* by CNET and is available both online and bundled with games such as Championship Manager and Tomb Raider. Traffic and user registrations are consistently growing at 30% month on month.

## Audience Details:

850,000 users;  
7,000,000 impressions per month;  
450,000 newsletter subscribers.

97% Male

<18	17%
18-24	35%
25-34	26%
35-44	14%
45+	8%

GameShadow users play a wide mix of games, from Strategy to FPS to Sports.

## Opportunities

### Display Formats

468x60	£12cpm
160x600	£15cpm
300x250	£18cpm

### Newsletter (450,000 subscribers)

Editorial promotion	£6,000
234x60 banner	£3,000

Bespoke promotions

Featured Download of your demo or trailer from GameShadow £POA

Competition £2,000

Full partner package from £8,000

Can include mixture of download, competition, display space and newsletter

